

Centre for Continuous Learning featured at TVOntario Symposium

George Brown has launched an on-line electronics program that will help thousands of people in Ontario develop jobs skills using the Internet.

The program, an adaptation of the college's hugely successful CD-based electronics program, was developed in partnership with TVOntario as a result of a \$1 million government grant. Isabel Bassett, Chair and CEO of TVOntario, Diane Cunningham, Minister of Training, Colleges and Universities, and Marilyn Mushinski, Parliamentary Assistant to the Minister hosted the launch.

"The George Brown College on-line electronics program is a wonderful example of effective multi-sectoral partnerships. This collaboration between government and

partners from the business and education sectors will benefit workers across Ontario," said Bassett.

GBC's on-line electronics program represents the second phase of development based on the highly acclaimed, award-winning electronics technician CD-ROM program which presently has over 4,000 students enrolled worldwide. The grant provided the necessary funding to develop state-of-the-art on-line resources to provide students with access to a virtual campus with various real-time support tools including on-line testing, counseling, and other student services.

According to Colin Simpson, Dean of the College's Centre for Continuous Learning, "The on-line electronics program will allow us to



Angelo Vouloukos from the Centre for Continuous Learning demonstrates George Brown's on-line electronics program to Diane Cunningham, Minister of Training, Colleges, and Universities and Isabel Bassett, CEO of TVOntario.

provide high-quality, skills-based training to corporate clients throughout Ontario and reach a much larger segment of this fast-growing market".

He adds that the Centre presently provides electronics training to over 150 companies in Ontario.

Signatures 2003 on parade



George Brown Fashion Students put their best designs forward for the fashion evaluations held at Casa Loma Campus on April 14. The event, which is judged by industry representatives, is held to select those students who will participate in the upcoming Signatures 2003 Fashion Show on April 24 at Montecasino Place in Downsview. Photo: Glenn Brown

New furniture in student lounge areas



Students Viro Rajaratnam (left), Julio Luna-Trujillo, and Sutharsan Tharumarajah try out the new furniture recently placed in the student lounge area on the fifth floor of St. James Campus. The cushy leather-like feel got a great reaction from students. New furniture will be installed in other lounge areas at the college as part of the Student Life Cycle initiative (See story page 2).

Student Life Cycle leader Wayne Poirier on: What students want and how George Brown can meet student expectations



After several years working as the Executive Director of the Student Association of George Brown College, Wayne Poirier joined the college in January 2003 as co-leader of the Student Life Cycle (SLC) initiative along with professor Brenda Pipitone. In his new role he's helping to co-ordinate the revitalization of student services and systems in the college to increase student satisfaction. City College News asked Poirier to talk about his experience working with students and how we can meet student expectations.

I've spent the last 10 years working for and with students learning their issues and needs. I have served students in various capacities during that time as President of the York Federation of Students while pursuing my degree in Political Science with a minor in Business Administration and Ontario Chairperson of the Canadian Federation of Students representing 20 Ontario schools to the government. For the last five years, I have worked for the Student Association looking at what

the issues are at George Brown from a student perspective. I have also worked hands-on with students to resolve those issues and put them on the college's agenda. Now I'm going to spend the next two years taking all that information and using it to find solutions through the Student Life Cycle initiative. I see it as a very natural progression.

The original SLC team did a really good job at finding out what students felt were the issues. The vast majority of student issues are contained in the SLC's final report. It's a unique opportunity to implement some of the changes that students have been advocating. I'm really excited about coming on board with the SLC initiative, because I see that George Brown is taking on a leading role by looking at the whole system and really trying to bring some innovation to the college. George Brown is going to be a leader in student service.

What do students want?

What students want is for the college to meet their expectations, and one of the key things that the college can do is to manage those expectations. Right now I think there's a difference between what those expectations are, and what we're delivering. Some of the issues that students have identified are:

Program quality -

Students expect a high quality educational experience.

Efficient services and a hassle-free experience -

Students want to get what they need in a relatively short period of time, without having to go to three or four locations.

The environment -

Students want better classroom furniture as well as common spaces to spend time between classes, for studying or having a coffee and reading a paper, as well as outdoor space.

Timely resolution -

Students often experience delays in resolving issues due to weak systems. They want their issues to be taken seriously and to be resolved in a time frame that is explained to them and met.

Complaint system -

There isn't one simple, effective way for students to register a concern and provide useful feedback to the college.

Systems and records -

Students notice that the college's systems have problems and work independently of one another, causing frustration. Students expect consistent and fair service.

For the most part, students give the college a great deal of good will. They give us lots of opportunities to correct the things that go wrong along the way. But what happens is that they start feeling frustrated.

One of the key ways that they communicate this is through KPIs (Key Performance Indicator student satisfaction surveys). By that time they may be dissatisfied with the conditions of the washrooms, the problems with systems that don't talk to each other, the run-around from office to office to have a problem solved - little things that collectively pose a big problem for the college. We need to be able to be responsive to student concerns and resolve issues more quickly. This is particularly important

at George Brown because so many of our students have other commitments in their lives that take time, such as jobs, childcare or family.

How will George Brown be different at the end of the SLC project?

The Student Life Cycle team was asked to take a big picture look at the whole system from a student's perspective - how different departments work together and how services are being offered - what are the relationships and how do they work.

I think the environment will feel different. It's going to be more vibrant. Students are going to get a strong sense of student and customer service. They'll be able to go to one facility - at new service centres at Casa Loma and St. James - to get the vast majority of their concerns addressed. That will make it a lot better for everyone in the college.

Staff will know they can send students there and they will be helped. There will also be a lot of behind the scenes improvements, as we'll have systems in place that are easy for staff to use. The systems will provide real-time, up-to-date information. And students will be empowered to use the system themselves.

Finally, staff and students alike will really enjoy their experiences at George Brown - making it an even better place to learn and work.

Wayne Poirier can be reached at ext. 2456. Brenda Pipitone can be reached at ext. 2614. Both can be reached by e-mail at slc@gbrown.on.ca

Jammin' to Jamaica dinner supports Outreach Project



Nancy Sherman, Director, International Office for George Brown; Minna Israel, VP International Banking, Bank of Nova Scotia; Diana Burke, President, Women for PACE (Project for the Advancement of Childhood Education); Delrine Jones, Past President, Women for PACE; and Deon Williams, Jamaican Consul were among the guests at the Jammin' for Jamaica fundraising dinner.

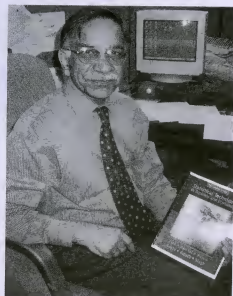
On March 21 the students and faculty in the Early Childhood Education Program hosted Jammin' to Jamaica at Seigfried's on the St. James Campus. The dinner and silent auction were in support of the Jamaica Outreach Project.

This spring, 10 students and two faculty will travel to the parish of Westmoreland to work with the children ages 3 to 5 years in the Basic Schools. Funds raised help support student travel and resources for the children.

Invited guests were Ms. Vivia Betton,

Jamaican Consul General and Deon Williams, Jamaican Consul. Also in attendance were Ms. Diana Burke, President of Women For PACE and the past President Ms. Delrine Jones. PACE supports young children both in Canada and Jamaica.

Thanks go to GBC Vice-President, Corporate Services Eugene Harrigan who welcomed the guests and other college officials, and Student Association President Dwayne Hines who was instrumental in the success of the silent auction.



GBC Professor is editor of new study guide for Economics students

Jim Singh, Professor with the Faculty of Business and Creative Arts is one of three editors selected to work on a new Canadian study guide on Statistical Techniques in Business and Economics. Singh says the book, which is being launched in September for use in college and university courses, is the first Canadian edition.

Intervenor Program opens its doors to the public



George Brown students Melissa Pelly and Erin Alger work on their display for the Annual Intervenor (for Deaf-Blind Persons) Program Open House. The event, which is hosted by first year students in the program, was held at St. James Campus on April 2 and drew more than 150 visitors, who spent time visiting the displays and talking to students and faculty members. Guests included agency representatives, consumers and students and faculty members.

2003 Convocation June 17 and 18

Preparations are underway for 2003 Convocation.
This year's event is being held:

Tuesday, June 17 and Wednesday, June 18

at
**John W. H. Basset Theatre
Metro Toronto Convention Centre
225 Front Street West**

For more information and program details call 416-585-8000
or visit www.gbrownc.on.ca/Admin/Registr/gradinfo.html.

upcoming events

METALmorphosis Jewellery Grad Show

April 11 to May 6

Bounty Canadian Contemporary Craft Shop at Harbourfront,
235 Queens Quay West
Call Paul McClure at 416-415-5000 ext. 3638 or call 416-973-4993

George Brown Graphic Design Student Exhibition

April 14 to 18

Design Exchange

200 Bay Street, Main Floor

Call Alice Lee at 416-415-5000 ext. 2103

Theatre School Productions

April 15 to 26

Spring Repertory Season: *Lady Windemere's Fan* and *The Visit*
Performances are at the George Brown Theatre,
530 King Street East

Tickets are \$15 for general admission and
pay-what-you-can for Saturday matinees.

Call 416-415-5000 ext. 2167

Director's Design Competition Exhibition

April 21 to May 2

Realtime, 55 Mills Street (Distillery District)

Signatures 2003 Fashion Show

April 24 (7:30 pm)

Montecassino Place, 3710 Chesswood Drive, Downsview
Call Rosa Fracassa at 416-415-5000 ext. 2997

Lindt Sponsored Student Competition

April 25 (8:00 am to 12 noon)

Hospitality Building, 300 Adelaide St. E.

Call Lis Henriques at 416-415-5000 ext. 2228

Free True Colors® Workshop

May 5 and 26, June 16 (6:30 to 9:30 pm)

St. James Campus, 200 King St. E., Room 461D

Call 416-415-2000 ext. 3444 and press 3 to register.

Free Career Planning Workshop

May 12, June 9 (6:30 to 9:30 pm)

St. James Campus, 200 King St. E., Room 461D

Call 416-415-2000 ext. 3444 and press 1 to register.

Applied Degree Information Session

May 13, June 11 (6:30 to 8:30 pm)

St. James Campus, 200 King St. E.

Hospitality & Tourism Discovery Days

May 14 (2:00 to 4:00 pm)

Take a complete tour of the facilities, see demonstrations
by chef/instructors, etc.

Call Heather Cormie at 416-415-5000 ext. 2239

Ballet Jorgen Dance Festival

May 22 and 23 (8:00 pm)

Isabel Bader Theatre, 93 Charles Street

(across from the Museum subway station)

Call Christine Heath at 416-415-5000 ext. 2196

Convocation 2003

June 17 and 18 (11:00 am to 8:00 pm)

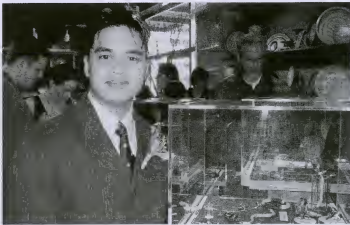
John W.H. Basset Theatre

Metro Toronto Convention Centre

225 Front St. W.

Call 416-585-8000

Jewellery Arts on show



Jewellery Arts grad Roland Evident displays his wares during the launch of the METALmorphosis show which is being held at Bounty Canadian Contemporary Craft Shop at Harbourfront. The store is showcasing selected designs by the graduating students of the program until May 6.

College staff changes

For the period up to March 31, 2003:

New Hires

Administrative Staff

Darryl Charon, Faculty of Business & Creative Arts

Mark Coote, Office of the Registrar

Ron Field, Information Systems

Keith Muller, Faculty of Hospitality & Tourism

Wayne Poirier, Academic Excellence & Innovation

Helene Vukovich, Faculty of Business & Creative Arts

Academic Staff

Kevin Bourns, Student Affairs

Pradeep Kalsi, Faculty of Technology

Mark Krantzberg, Faculty of Technology

Miles Mosher, Faculty of Business & Creative Arts

Akber Remu, Faculty of Hospitality & Tourism

Support Staff

Katrina Avrutov, Communications & Marketing

Sam Bootsma, Information Systems

Dorin Grunberg, Information Systems

Chris Sinclair, Access Centre of Excellence

Retiring from the College

Linda Purser, Human Resources

Leaving the College

Robert Barnett, Training Services

Natasha Ghir, Office of the Registrar

Katrina Harpell, Faculty of Business & Creative Arts

Renee Polsoni, Faculty of Community Services & Health Sciences

Jennifer Townsend, President's Office

city college news

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Story Ideas?

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